







# Christmas

## Christmas Greetings From Muleshoe Business Concerns



We are sincerely appreciative of your friendship and patronage during the year 1933, and herewith extend our good wishes for a Merry Christmas and a happy 1934.

**QUICK SERVICE  
STATION**  
LOUIS RICE, Proprietor



It has been a genuine pleasure to serve you during the year 1933, and we crave the continuance of your patronage during 1934. Our good will and best wishes are yours during this Yuletide season.

**PANHANDLE  
Service Station**  
H. C. HOLT, Manager



May you have a Christmas that will linger long in the treasure chest of your memory, and may contentment share with prosperity in all your efforts throughout the coming year.

**RAY'S  
Service Station**



We'd like to find a fitting rhyme, to send to you this Christmas time; Yet rhyme nor prose cannot express, How much we wish you happiness.

**CONOCO  
Wholesale**



May every happiness be with you this Christmas and throughout the coming year.

**S. E. CONE  
Grain Company**



As large as the great State of Texas and as genuine as the quality of the folks who live here, are the greetings we bring you this Christmastime, with all good wishes for the coming year.

**R. L. BROWN**



"He who serves most, serves best," and it has been a pleasure to give you our best service during 1933. We wish you a Merry Christmas, a Happy New Year and a continuance of your favors.

**MOTHERAL'S  
Diningroom & Cafe**



Wishing you a Merry Christmas it is also our desire that the gods of Happiness, Joy, Success and Sunshine may come to you with the dawn of the New Year and remain throughout 1934. May our business dealings be as pleasant in the future as they have been in the past.

**J. B. BURKHEAD**



Greetings and all good wishes for a Merry Christmas and a Happy New Year.

**JIM COOK**



We had you in mind when shown this space—so here is our hearty Good Wishes of a Merry Christmas and Happy New Year to you.

**LUXUR BEAUTY  
SHOP**



With a thank-you handshake we offer you our season's greetings, assuring you that our friends in business are as precious as any could ever be in social life.

**ALSUP  
INSURANCE**



**Merry Xmas  
and  
Happy New Year**

**J. B. WAIDE, Jr.**



Greetings to you at Christmas time; Best wishes for a glad New Year.

**POST OFFICE**  
MRS. B. W. CARLES, P. M.



The old-time heartfelt greetings Are better than the new. So we're wishing Merry Christmas To every one of you.

**J. E. ADAMS**



We wish you a Merry Christmas, and trust the New Year may bring you unbounded prosperity—may it be one of bright hopes for a rosy future—in truth a Happy New Year.

**PHILLIPS 66  
Wholesale**



The number of bales of cotton ginned in Bailey county is only a drop in the big bucket of good wishes which we extend you this Christmastime.

**EDWARDS GIN**



With sincere Christmas Greetings—please accept our wish—Happiness to you and yours—Our Friends.

**TEXACO CO.**



The sweetest pleasures Christmas sends is the kind remembrance of our friends.

**MAGNOLIA  
Service Station**



With keen appreciation of the pleasant business relationship you have permitted us to enjoy in the past, we take this means of wishing you all the compliments of the season.

**BURROW GIN**



**Wishing You a  
Merry Xmas  
and Happy  
New Year**

**GULF  
Service Station**



It's more than Merry Christmas That we are wishing you. It's Bright and Happy Everyday The coming twelve months thru.

**PALACE  
THEATRE**



May the ship of Golden Opportunities and Success dock at your port and may we be listed among your friends who wish you a Merry Xmas and a Happy New Year—whether it does or not.

**A Mc R  
Lumber Yard**  
ALLEN McREYNOLDS



To you and to yours in our community may this indeed be a Christmas of hearty good cheer. At this season we pause to thank our patrons for the assistance they have given us in the successful pursuit of our business and to assure them that we shall strive to serve in ever more complete ways.

**GUPTON GROCERY**



And to express to you our appreciation of that intangible and valuable asset, GOOD-WILL, that you have so kindly bestowed upon us during the past and which we fully reciprocate.

**H. C. HENINGTON DRY GOODS**



Of words there are many, and the thoughts they can express are legion, yet none can be more sincere than our simple Christmas wish to you for happy holidays, a Merry Christmas, good health and prosperity.

**A. R. Matthews  
M. D.**



We are saying it in person to all whom we can see. And to be sure that we have not missed anyone, we here and now send our very best wishes to you for a very Merry Christmas, good cheer, happiness and the best of health.

**Damron Drug**  
THE Drug Store of Muleshoe



We hail with joy the coming of the New Year, and are wishing for you a Merry Christmas time and a happy, prosperous coming twelve months. We thank you for your generous patronage and confidence, and hope your loyal support will continue for many years to come.

**ST. CLAIR VARIETY STORE**



Merry,  
Merry  
Christmas  
Very  
That's my wish  
for you  
Never ending, luck  
attending  
Everything  
you do

**J. E. ALDRIDGE**  
Insurance Agency



Thanking you for the wonderful business given us this past year.

**M. D. JONES DRY GOODS**



Kindly accept our compliments of the Yuletide season, and may the friendships and happy relations of the past be as lasting as the high quality of goods we sell you

**E. R. HART LUMBER COMPANY**



At this, the Christmas season, we extend the heartiest Christmas Greetings to all our friends and customers, and wish you great happiness and health.

**ECONOMY STORE**  
G. O. JENNINGS



**CONEY ISLAND CAFE**  
E. E. LAYMAN

I wish you heaps of happiness  
—Prosperity and good cheer;  
Not only during Christmas time,  
But thru all the coming year.



**greetings**

When the Christmas candles are lighted, the ornaments all in place, we'll pause to thank you for your patronage and to wish you the Merriest Christmas, happiness and health.

**Less' Chili Bowl**

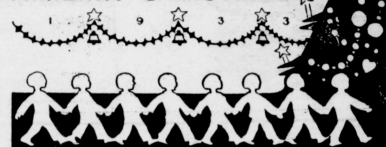


**MAY YOUR CHRISTMAS BE A MERRY ONE**

To our clients and to our fellow merchants, to our friends and to strangers we wish good fortune, happiness and good health.

**Western Drug Store**

**WISHING YOU ALL A MERRY CHRISTMAS**



During this glad season we never fail to realize that it has been the patronage of our friends, who have contributed to our success. To all we extend the season's greetings and a hearty "cheerio."

**MULESHOE PRODUCE COMPANY**



It is our hope that the patronage we have enjoyed during the past year has been justified by the service we have rendered and that our service may be improved to warrant your continued good will through the years to come. To all—Merry Christmas.

**Skeet's Barber Shop**



**Yuletide  
Cheer**

1933

Is our sincere wish—  
**VALLEY MOTOR COMPANY**

Roy Bayless  
Hank Stark  
Jess Bartley  
Alex Alexander  
Kay Smith



**Merry Christmas**  
happiness prosperity and all the good things that life can bring. Merry Christmas.

Our wish for you is no simple thing, though it may be expressed in the simplest phrase of the whole long year—Merry Christmas. But behind that expression lies the meaning of health, happiness prosperity and all the good things that life can bring. Merry Christmas.

**GILBREATH CASH GROCERY**



In with our stock we always count the greatest assets, the good-will of our customers. So at this time it is befitting that we extend to you—our friends—the best wishes of the season.

**MULESHOE MOTOR COMPANY**



To our faithful old friends and to our appreciated new friends, and to those we strive to know, we tender most hearty Christmas greetings. Signing off — **MERRY CHRISTMAS!**

**MULESHOE COFFEE SHOP**  
ROY and DON



It is not what you say but how you say it. So we're putting all we feel into two words — **"MERRY CHRISTMAS."**

**HOLEMAN'S MEAT MARKET**

**SEASON'S**



**GREETINGS**

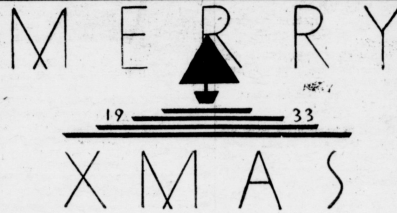
Once again the year rolls around to that season of good cheer and warm good will to all. When you have thought of all the good things which come to you this Christmas, double them and that will be our wish for you.



May your Christmas bring joy and happiness to you—you who contributed to ours through your patronage.

**Mission Barber Shop**

**Wilson Grocery**



'Tis old friends that greet you here and hope that your Christmas will be running over with happiness and good cheer.

**Clay Beavers and Herman Sterling**



Our wish for our friends: That Christmas finds them all happy, and will leave them all feeling glad.

**Red's Cleaning System**



**RAY GRIFFITHS ELEVATOR**



**Holiday Greetings**

May your home be cozy and comfortable this Holiday time, and may it grow more so with the coming year. Make it a point to drop in and "gas" with us often.

**Consumers Fuel and Supply Co.**



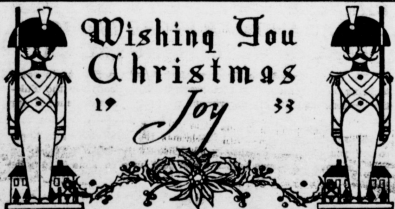
It is our hope that we may continue to serve you in the future—not however, without thanking you for your past favors—and pausing to wish one and all a very Merry Christmas and a Happy New Year.

**MULESHOE ELEVATOR CO.**



The spirit of Christmastime calls us to a better appreciation of the value of true friendship with sincere gratification for your patronage during the past year. May the coming year bring added blessings to you and yours.

**Muleshoe Blacksmith & Welding Shop**



May Santa Claus bring you not only material things, but the most permanent and lasting good things of life—health, happiness, prosperity and a keen zest for living. Merry Christmas!

**ARNOLD MORRIS AUTO CLINIC**

ARNOLD MORRIS —  
BUFORD BUTTS ALVIN FARRELL



Here's a sincere appreciation of your patronage — past, present and future—so a hearty good wish —Merry Christmas.  
**Muleshoe Cleaners and Dyers**



Merry Christmas Greetings, all in simple rhyme. Sincere, hearty, true and cordial, to last as long as Time.  
**George Harris**



At this season of the year our appreciation goes out for all the homes we have helped to build during the past years, and we extend the inmates our sincere wishes for a joyful Christmas and prosperous New Year

**PANHANDLE LUMBER CO.**





LOCAL HAPPENINGS

- Damon Danner spent the weekend in Lubbock, visiting friends. Raynes Sparks, of Oton, visited friends here Sunday afternoon.

- Ray Jones of Littlefield, is looking after business here this week. E. M. Carter, of Plainview, attended to business here, Saturday.

C. V. STEED FUNERAL DIRECTOR

Worrell's Eye

DR. J. R. DENHOF Optometrist

Cecil H. Tate ATTORNEY-AT-LAW

Dr. A. E. Lewis DENTIST

A. R. Matthews, M. D. PHYSICIAN - and - SURGEON

Send Your Abstract Work -To The- Muleshoe Abstract Company

Lubbock Sanitarium & Clinic

Better Than Whisky For Colds and Coughs

BILL'S CAFE FINE FOOD

- O. J. Hanson and son Raymond, of Big Square transacted business here, Saturday. L. H. Jacobs, of Lariat, was in Muleshoe, Monday looking after business.

- Miss Adella Beavers, who is attending the State college at Canyon will take part in a Christmas cantata to be given Sunday evening in the Methodist church, that city under direction of Miss Mattie Swisher, Miss Beavers, is also expected to be the part of the Madonna in the musical production.

- H. C. Dalley and W. M. Dalley, of the West Camp community, attended to business in Muleshoe, Friday morning. Mrs. W. L. Blaylock, of Wilson, spent Saturday in the home of Mrs. J. C. Weaver, Mrs. Blaylock is the Red Cross assistant in the Wilson district.

- C. A. Parsons and A. L. Murrach were contributors of tanned to the Journal office last week which will be included in the next shipment to the crippled children's home at Dallas. Mrs. D. A. Dodson, of Tahoka, arrived Sunday to make her home with her son and family, Leslie Dodson.

- Miss Adella Beavers, daughter of Mr. and Mrs. S. C. Beavers, this city, who is attending the West Texas State Teachers college at Canyon, took part in a pageant put on by the school last Saturday night, being one of the maids of honor in crowning the college beauty queen.

- John S. Andrews, field supervisor for the Government Crop Production Loan, of Dallas, will go to Comanche to spend the Christmas vacation, being in the Christmas job for many 2. He requests all borrowers who have not paid their loans to remit to the crop production loan office at Dallas, and through the Journal expresses his appreciation to all who have assisted him in his work in this section, wishing them and all government borrowers a merry Christmas and a happy new year.

BAPTIST UNION MEETINGS For Sunday, Dec. 24

Honoring the King on His Birthday -Mrs. Clay Buchanan. Make This a Missionary Christmas -Mrs. Jim Cook. "Come thou with us and it will do thee good."

CHRISTMAS TREES THE ever-spreading interest in the idea of the living Christmas tree and the growing use for them for outdoor decorations at the holidays is to be applauded.

METHODIST CHURCH Sunday school 9:45 a. m., with a devotional for the season of the year.

Our church is feeding, clothing, and training 400 orphans of all faiths and creeds but confined to the Anglo-Saxon race in this home and if you ever thought what it takes to feed 400 mouths plus about 50 or more helpers, three times a day, this means feeding 1350 once a day, then multiply this by 365 and you get the needs for food for a year.

Form with sections: CHIMNEY, THESE DAYS, ARE NOT WHAT THEY USED TO BE, THANKS TO, NATURAL GAS.

Merry Christmas Our employees join in wishing everyone a Merry Christmas and a Joyous and Prosperous New Year West Texas Gas Co.

EXCELSIOR LEAGUE PARTY Miss Elizabeth Harden, sponsor of the Excelsior League of the Methodist church, entertained a group of its members, Friday night at the home of her parents, Mr. and Mrs. I. W. Harden, living a few miles north of town.

GIRL SCOUT PARTY The Senior troop of the Muleshoe Girl Scouts met Saturday evening at 7:00 in the home of Miss Florence Stone to celebrate in a delightful Christmas party.

Patronize home industries. The League will have their meetings on Friday night, when the choir will sing the Christmas carols given by the choir. These hours are 6:30 and 7:15 p. m.